Reviewer's report

Title: Community responses to communication campaigns for Influenza A (H1N1): A focus group study.

Version: 2 Date: 29 November 2011

Reviewer: pam kermode

Reviewer's report:

1. My assessment, based on your 9 guidelines is positive. The methods - qualitative data and analysis into themes is appropriate - perhaps could be more succinct.

The following comments are all discretionary revision suggestions.

2. I felt that the Background section is too lengthy and doesn't set the scene in the Background section of the Abstract. I suggest starting with the primary objectives and then a brief description of the challenges for Govt. agencies.

3. consider commencing the Methods section with the 3rd sentence of the Methods section of the Abstract. I didn't fully understand why the Maori were treated differently.

3. consider substituting the quotation marks " surrounding one size fits all with '

4. page 5 1st line - the study focused of community = the study focused on community

5. page 6 2nd paragraph 1st line consider replacing quotation marks with '

6. page 12 3rd paragraph delete 'is' at the end of the 2nd line

7. page 13 2nd paragraph 1st line consider changing self-other to self/other

8. page 14 1st line consider changing 'the' to they recalled

9. page 18 3rd paragraph line 4 the sentence 'costs and psychological and health benefits and expected.. there are too many 'and's

10. page 20 2nd paragraph consider moving the bracketed words to the end of the sentence to read 'workplace policies and plans (e.g. policies...')

11. page 22 I don't understand the sentence commencing 'This is consistent...' please review

12. page 30 1st paragraph line 5 'impacts of peoples' = 'impacts on peoples'

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.
Declaration of competing interests:

I declare that I have no competing interests